Alt Order#



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222 Billing: (407)389-7661

Invoice Month Invoice Period Invoice # Invoice Date 09/30/12 08/27/12 - 09/30/12 943095-1 September 2012

Account Executive Sales Office Sales Region Station Eagle-Washingte National Fran Berg

WESH

Advertiser Product Estimate Number PRIORTIES USA 1562 **Priorities USA Action**

> 943095 07897961 09/25/12 - 10/01/12 Deal# Billing Calendar Billing Type Broadcast Cash

Order#

Special Handling

Flight Dates

IDB# Advertiser Code Product Code 321 340

Advertiser Ref Agency Ref

www.wesh.com

Billing Address:

Mundy Katowitz Media **Attention: Accounts Payable** 1322 G Street SE 4th Floor Washington, DC 20003

Send Payment To: **WESH**

P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
1	09/26/12 Class of Tir	09/28/12 ne - Pre-em	M-F Early Sunrise ptible with notice	5:00-6:00 AM	1-1	:30	2	\$400.00	NM	
	Weeks: Spots: # Ch	Start Date 09/24/12 Day Air	End Date MTWTFSS 09/30/121-1 r Date <u>Air Time</u> Descr		Rate \$400.00 Start/End Time		h Ad-ID			Rate Type
			5:41 AM M-F E 2/28/12 5:13 AM M-F E		5:00-6:00 AM 5:00-6:00 AM		0 USATV02H 0 USATV02H			\$400.00 NM \$400.00 NM
3	09/25/12 Class of Ti	09/27/12 me - Pre-em	M-F Sunrise @6AM ptible with notice	6:00-7:00 AM	-1-1	:30	2	\$1,200.00	NM	
	Weeks:	Start Date 09/24/12	End Date MTWTFSS 09/30/12 -1-1	Spots/Week 2	<u>Rate</u> \$1,200.00				i.e.	
		ESHTu 09	<u>r Date</u> <u>Air Time Descr</u> 0/25/12 6:42 AM M-F S 0/27/12 6:23 AM M-F S	unrise @6AM	Start/End Time 6:00-7:00 AM 6:00-7:00 AM	:3	<u>h</u> <u>Ad-ID</u> 0 pratv121 0 usatv02h			Rate Type \$1,200.00 NM \$1,200.00 NM
4	09/26/12	09/28/12	NBC Today Show ptible with notice	7:00-9:00 AM	1-1	:30	2	\$1,500.00	NM	
	Weeks:	Start Date 09/24/12	End Date MTWTFSS1-1	Spots/Week 2	<u>Rate</u> \$1,500.00					
		ESHW 09	<u>r Date</u> <u>Air Time</u> <u>Descr</u> 0/26/12 8:29 AM NBC 7:59 AM NBC 7:59 AM NBC	Today Show	Start/End Time 7:00-9:00 AM 7:00-9:00 AM	:3	<u>h Ad-ID</u> 0 PRATV121 0 PRATV121			Rate Type \$1,500.00 NM \$1,500.00 NM
5	5 09/25/12 Class of Ti	09/28/12 me - Pre-em	Regis & Kelly 9-10 AN	9:00-10:00 AM	-1-11	:30	3	\$800.00	NM	
	Weeks:	Start Date 09/24/12	End Date MTWTFSS -1-11	Spots/Week 3	<u>Rate</u> \$800.00	2				ă.
	Spots: # Cl			ription & Kelly 9-10 AM	Start/End Time 9:00-10:00 AM		th <u>Ad-ID</u> 30 USATV02H	i		<u>Rate Type</u> \$800.00 NM
	2 W	ESHTh 09	9/27/12 9:49 AM Regis	& Kelly 9-10 AM	9:00-10:00 AM 9:00-10:00 AM	-	80 PRATV121 80 USATV02H			\$800.00 NM \$800.00 NM
	7 09/26/12	09/26/12		% Kelly 9-10 AM 10AM-11AM	9:00-10:00 AM	:30	1	\$700.00	NM	\$600.00 NIVI
	Class of Ti	me - Pre-em	NBC Today Show II			.30	-1	φ/00.00	INIVI	
	Weeks:	Start Date 09/24/12	<u>End Date</u> <u>MTWTFSS</u> 09/30/12W	Spots/Week 1	<u>Rate</u> \$700.00					
	Spots: # C 1 W		<u>ir Date</u> <u>Air Time</u> <u>Desc</u> 9/26/12 10:51 AM NBC		Start/End Time 10AM-11AM		<u>th</u> <u>Ad-ID</u> 30 usatv02h	1		<u>Rate Type</u> \$700.00 NM

Send Payment To:





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949 | Invoice # | Invoice Date | Invoice Month | Invoice Period | 943095-1 | 09/30/12 | September 2012 | 08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1562

w.w	esh.com										
								Spots/			
	Start Date	End Date		ription	Start/End Time	MTWTFSS	Length		Rate	Туре	
9	09/25/12 Class of Tin	09/27/12 ne - Pre-em	NBC ptible with	Today Show III h notice	11AM-12PM/10-11/	-1-1	:30) 2	\$600.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/1		Spots/Week 2	Rate \$600.00			A1 2011		
	Spots: # Ch			Air Time Descrip	_	Start/End Tim	<u>e</u> <u>Ler</u>	igth Ad-ID			Rate Typ
				11:29 AM NBC To		11AM-12PM/1		:30 PRATV1219	Н		\$600.00 N
	2 WE	SHTh 09	9/27/12	11:53 AM NBC To	oday Show III	11AM-12PM/1	0-11/	:30 USATV02H			\$600.00 N
10	09/26/12 Class of Tin	09/28/12 ne - Pre-em		h notice	12:12:00-12:30 PM	1-1	:30	2	\$500.00	NM	-
	Weeks:	Start Date 09/24/12	End Da 09/30/1		Spots/Week 2	<u>Rate</u> \$500.00					
	Spots: # Ch			Air Time Descrip		Start/End Tim	e Ler	ngth Ad-ID			Rate Typ
	1 WE	SHW 09	9/26/12	12:25 PM M-F NO	OON NEWS 12-12:30	12:00-12:30 P		:30 PRATV1219	Н		\$500.00 N
	2 WE	SHF 09	9/28/12	12:11 PM M-F NO	OON NEWS 12-12:30	12:00-12:30 F	PMM	:30 PRATV1219	Н		\$500.00 N
11	09/27/12 Class of Tir	09/27/12 ne - Pre-em	Days	of Our Lives h notice	1:00-2:00 PM	T	:30) 1	\$600.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/		Spots/Week 1	<u>Rate</u> \$600.00					
	Spots: # Ch			Air Time Descrip		Start/End Tim	e Lei	ngth Ad-ID			Rate Ty
	10 M		9/27/12	1:29 PM Days o		1:00-2:00 PM		:30 PRATV1219	Н		\$600.00 N
12	09/25/12 Class of Tir	09/28/12 ne - Pre-em	KATI	E COURIC DAY	2-3PM	-1111	:3	0 4	\$300.00	NM	
	Weeks:	Start Date			Spots/Week	Rate					
	Spots: # Ch	09/24/12 Day A	09/30/	12 -1111 Air Time Descrip	4	\$300.00 Start/End Tim	o lo	ngth Ad-ID			Poto Ti
			9/25/12	2:12 PM KATIE	The second secon	2-3PM	ie <u>Le</u>	:30 USATV02H			Rate Ty \$300.00 1
			9/26/12	2:21 PM KATIE		2-3PM		:30 USATV02H			\$300.00
	1 WE	ESHTh 09	9/27/12	2:18 PM KATIE	COURIC DAY	2-3PM		:30 USATV02H			\$300.00
	4 W	SHF 09	9/28/12	2:39 PM KATIE	COURIC DAY	2-3PM		:30 USATV02H			\$300.00
14	09/25/12 Class of Tir	09/27/12 me - Pre-em		3-4 PM th notice	3:00-4:00 PM	-1-1	:3	0 2	\$500.00	NM	
	Weeks:	Start Date 09/24/12	End Da		Spots/Week 2	<u>Rate</u> \$500.00					
	Spots: # Ch	Day A	ir Date	Air Time Descrip	ption	Start/End Tim	<u>ne Le</u>	ngth Ad-ID			Rate Ty
	1 W	ESHTu 09	9/25/12	3:26 PM M-F 3-	4 PM	3:00-4:00 PM		:30 PRATV1219	Эн		\$500.00
_	2 W	ESHTh 09	9/27/12	3:36 PM M-F 3-	4 PM	3:00-4:00 PM		:30 PRATV1219	Эн		\$500.00
5	09/26/12 Class of Tir	09/28/12 ne - Pre-em		4-5 PM NEWS th notice	M-F 4-5 PM	1-1	:3	0 2	\$1,000.00	NM	
	Weeks:	Start Date 09/24/12	End D: 09/30/		Spots/Week 2	<u>Rate</u> \$1,000.00					
	Spots: # Ch	_	11-1000-1-11	Air Time Descri		Start/End Tim	<u>ne Le</u>	ngth Ad-ID			Rate T
			9/26/12 9/28/12	4:27 PM M-F 4- 4:39 PM M-F 4-		M-F 4-5 PM M-F 4-5 PM		:30 PRATV1219			\$1,000.00 \$1,000.00
					5 FIVI NEVVS	IVI-F 4-5 FIVI		.30 FRATVIZI			\$1,000.00
16		09/27/12 me - Pre-en	nptible wit		5:00-6:00 PM	-1-1	:3	0 2	\$1,400.00	NM	
	Weeks:	Start Date 09/24/12	End D 09/30/		Spots/Week 2	<u>Rate</u> \$1,400.00					
	Spots: # Ch	N 10 10 10 10 10 10 10 10 10 10 10 10 10	(0.0319703)	Air Time Descri		Start/End Tin	<u>ne</u> <u>L</u> e	ngth Ad-ID			Rate T
	1 W	ESHTu 0		5:51 PM M-F 5-	2000-00-00-00-00-00-00-00-00-00-00-00-00	5:00-6:00 PM		:30 USATV02H			\$1,400.00
	2 W	ESHTh 0	9/27/12	5:28 PM M-F 5-	6 PM ROT	5:00-6:00 PM	1	:30 USATV02H			\$1,400.00
17	09/26/12 Class of Ti	09/26/12 me - Fixed I		6-6:30 PM emptible	M-F 6-6:30 PM	W	:3	0 1	\$2,000.00	NM	
_	Weeks:	Start Date	End D	ate MTWTFSS	Spots/Week	Rate					

Send Payment To:

DUPINVOICEATE



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 943095-1 | O9/30/12 | September 2012 | O8/27/12 - O9/30/12

Advertiser	Product	Estimate Number		
Priorities USA Action	PRIORTIES USA	1562		

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www.wesn.com				Spots/			
ine Start Date End Date Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
17 09/26/12 09/26/12 M-F 6-6:30 PM Class of Time - Fixed Non Pre-emptible	M-F 6-6:30 PM	W	:30	1	\$2,000.00	NM	ed-education and a
09/24/12 09/30/12w	1	\$2,000.00					
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Descrip</u> 1 WESHW 09/26/12 6:13 PM M-F 6-6		Start/End Time M-F 6-6:30 PM		n <u>Ad-ID</u> O USATV02H			<u>Rate</u> <u>Type</u> \$2,000.00 NM
18 09/27/12 09/27/12 M-F Entertainment Tonic Class of Time - Pre-emptible with notice	gł7:00-730 PM	T	:30	1	\$2,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 09/24/12 09/30/12T	Spots/Week 1	Rate \$2,000.00			1		
Spots: # Ch <u>Day Air Date</u> <u>Air Time Descrip</u> 1 WESHTh 09/27/12 7:17 PM M-F Ent	tion tertainment Tonight	Start/End Time 7:00-730 PM		<u>n Ad-ID</u>) PRATV121	9н		<u>Rate</u> <u>Type</u> \$2,000.00 NM
19 09/25/12 09/25/12 M-F Access Hollywood Class of Time - Pre-emptible with notice	Access Hollywood	/ -T	:30	1	\$2,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 09/24/12 09/30/12 -T	Spots/Week 1	<u>Rate</u> \$2,000.00					
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Descrip</u> 1 WESHTu 09/25/12 7:54 PM M-F Acc		Start/End Time Access Hollywo		h <u>Ad-ID</u> 0 PRATV121	9н	×	<u>Rate</u> <u>Type</u> \$2,000.00 NM
20 09/26/12 09/28/12 NBC Tonight Show Class of Time - Pre-emptible with notice	11:35P-12:35XM	1-1	:30	2	\$1,000.00	NM	
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> 09/24/12 09/30/121-1	Spots/Week 2	<u>Rate</u> \$1,000.00					=
Spots: # Ch <u>Day Air Date</u> <u>Air Time Descrip</u> 1 WESHW 09/26/12 12:10 AM NBC To		Start/End Time 11:35P-12:35XM		<u>h Ad-ID</u> 0 PRATV121	9н		<u>Rate Type</u> \$1,000.00 NM
2 WESHF 09/28/12 12:00 AM NBC To	onight Show	11:35P-12:35XM	√ 1 :3	0 USATV02H			\$1,000.00 NM
21 09/30/12 09/30/12 Sun Sunrise@6-8 AM Class of Time - Pre-emptible with notice	6:00-8:00 AM	S	:30	1	\$450.00	NM	
Weeks: Start Date End Date MTWTFSS 09/24/12 09/30/12 S	Spots/Week 1	<u>Rate</u> \$450.00				80 A T	a deci
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Descrip</u> 1 WESHSu 09/30/12 7:57 AM Sun Su		Start/End Time 6:00-8:00 AM		<u>h</u> <u>Ad-ID</u> 0 usat∨02н			<u>Rate</u> <u>Type</u> \$450.00 NM
23 09/29/12 09/29/12 Sat. Entertainment this Class of Time - Pre-emptible with notice	W7:00-8:00 PM	S-	:30	1	\$900.00	NM	
Weeks: Start Date End Date MTWTFSS 09/24/12 09/30/12 S-	Spots/Week 1	<u>Rate</u> \$900.00					
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Descrip</u> 1 WESHSa 09/29/12 7:51 PM Sat. En	<u>otion</u> Itertainment this Wee	Start/End Time k 7:00-8:00 PM		<u>h Ad-ID</u> 0 PRATV121	.9н		<u>Rate</u> <u>Type</u> \$900.00 NM
24 09/30/12 09/30/12 CHRIS MATTHEWS W Class of Time - Pre-emptible with notice	KICHRIS MATTHEW	/:S	:30	1	\$1,000.00	NM	
Weeks: Start Date 09/24/12 End Date 09/30/12 MTWTFSSS	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Descrip</u> 1 WESHSu 09/30/12 10:20 AM CHRIS	otion MATTHEWS WKND	Start/End Time EM CHRIS MATTH		<u>h Ad-ID</u> 0 pratv121	.9н		<u>Rate</u> <u>Type</u> \$1,000.00 NM
25 09/30/12 09/30/12 SA/SU 6-6:30 PM Class of Time - Pre-emptible with notice	SA/SU 5:58-6:30 F	P!S	:30	1	\$1,200.00	NM	
Weeks: Start Date 09/24/12 End Date 09/30/12 MTWTFSSS	Spots/Week 1	<u>Rate</u> \$1,200.00					
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Descrip</u> 1 WESHSu 09/30/12 6:50 PM SA/SU LR- Golf		Start/End Time SA/SU 5:58-6:3		th <u>Ad-ID</u> 30 USATV02F	I		<u>Rate Type</u> \$1,200.00 NM

Total Spots

Send Payment To:





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
943095-1	09/30/12	September 2012	08/27/12 - 09/30/12

Advertiser	Product	Estimate Number
Priorities USA Action	PRIORTIES USA	1562

www.wesh.com

Payment Terms 30 Days

Gross Total

\$30,650.00

Agency Commission

\$4,597.50

Net Amount Due

\$26,052.50

INVOICE



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222 Billing: (407)389-7661

Invoice # Invoice Month Invoice Period Invoice Date 943095-2 10/07/12 October 2012 10/01/12 - 10/01/12

Sales Office Account Executive

Station WESH Fran Berg

Sales Region Eagle-Washingt National

www.wesh.com

Billing Address:

Mundy Katowitz Media Attention: Accounts Payable 1322 G Street SE 4th Floor Washington, DC 20003

Product Estimate Number Advertiser PRIORTIES USA **Priorities USA Action** 1562 Alt Order # Flight Dates Order#

> 943095 07897961 09/25/12 - 10/01/12 Billing Calendar Billing Type Deal# Broadcast Cash

Special Handling

IDB# Advertiser Code | Product Code 340 321

Advertiser Ref Agency Ref

Send Payment To: **WESH** P O Box 26876

Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Spots/

Line Start Date **End Date** Week Description Start/End Time **MTWTFSS** Length Rate Type 2 10/01/12 10/01/12 M-F Early Sunrise 5:00-6:00 AM M----:30 \$300.00 NM Class of Time - Pre-emptible with notice Start Date **MTWTFSS** Weeks: **End Date** Spots/Week Rate \$300.00 10/01/12 10/07/12 M-----Spots: # Ch Start/End Time Length Ad-ID Day Air Date Air Time Description Rate Type :30 PRATV1219H 1 WESHM 10/01/12 5:00-6:00 AM \$300.00 NM 5:41 AM M-F Early Sunrise 10/01/12 10/01/12 Regis & Kelly 9-10 AM \$800.00 NM 9:00-10:00 AM .30 Class of Time - Pre-emptible with notice Start Date **MTWTFSS** Weeks: **End Date** Rate Spots/Week 10/01/12 10/07/12 \$800.00 M----Spots: # Ch Day Air Date Start/End Time Length Ad-ID Rate Type Air Time Description 1 WESHM 10/01/12 9:49 AM Regis & Kelly 9-10 AM 9:00-10:00 AM :30 USATV02H \$800.00 NM 8 10/01/12 10/01/12 :30 \$700.00 NBC Today Show II M-----NM 10AM-11AM Class of Time - Pre-emptible with notice Weeks: Start Date **End Date MTWTFSS** Spots/Week Rate 10/07/12 \$700.00 10/01/12 M-----Spots: # Ch Start/End Time Day Air Date Air Time Description Length Ad-ID Rate Type 10:52 AM NBC Today Show II 1 WESHM 10/01/12 10AM-11AM :30 PRATV1219H \$700.00 NM 13 10/01/12 10/01/12 M-F 3-4 PM 3:00-4:00 PM M-----:30 \$600.00 NM

Rate

Start/End Time

3:00-4:00 PM

\$600.00

Total Spots

Length Ad-ID

:30 USATV02H

Payment Terms 30 Days

1 WESHM

Weeks:

Spots: # Ch

Class of Time - Pre-emptible with notice Start Date

Day Air Date

10/01/12

10/01/12

End Date

10/07/12

MTWTFSS

M-----

Air Time Description

3:39 PM M-F 3-4 PM

Spots/Week

Gross Total \$2,400.00

Agency Commission

\$360.00

Rate Type

\$600.00 NM

Net Amount Due

\$2,040.00